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NOMINATION—CPB

HEARING

BEFORE THE

COMMITTEE ON COMMERCE, SCIENCE, AND TRANSPORTATION UNITED STATES SENATE

ONE HUNDRED FIRST CONGRESS

SECOND SESSION

ON

NOMINATIONS

APRIL 2, 1990

HENRY J. CAUTHEN AND LLOYD E. KAISER, TO BE MEMBERS OF THE BOARD OF DIRECTORS, CORPORATION FOR PUBLIC BROADCASTING

Printed for the use of the
Committee on Commerce, Science, and Transportation

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S261-47

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NOMINATIONS—CPB

MONDAY, APRIL 2, 1990

U.S. SENATE,
COMMITTEE ON COMMERCE, SCIENCE, AND TRANSPORTATION,
Washington, DC.

The Committee met, pursuant to notice, at 4:04 p.m., in room SR-253, Russell Senate Office Building, Hon. Daniel K. Inouye presiding.

Staff members assigned to this hearing: Toni Cook, staff counsel and Ruth Johnson, minority professional staff member.

OPENING STATEMENT BY SENATOR INOUYE

Senator INOUYE. This afternoon we are here to consider the nominations of Mr. Henry Cauthen and Mr. Lloyd Kaiser to the Board of Directors of the Corporation for Public Broadcasting.

The CPB, created by Congress to ensure the viability of the American public broadcasting system, remains an important resource for non-commercial stations throughout the land. In the 20 years since the CPB was created, our public broadcast system has grown and developed into a system of which we can be extremely proud.

Our local stations are committed to serving the needs of their communities through both the local and national programs. The role of the CPB is to ensure the stations are able to provide quality programming and promote the expansion of our public broadcast system to increase the number of Americans served.

The CPB Board of Directors has the responsibility of working with our public stations and determining how the CPB can achieve these goals. Public broadcasting fulfills a great need in these United States; therefore, it needs strong, reliable leaders who will support its continued growth and development. Our task this afternoon is to ensure that the leaders of the CPB are qualified for their position and will ensure the continued integrity of the organization.

Both of the nominees bring to the CPB a great deal of experience in public broadcasting. Through their public service activities they have already demonstrated a commitment to the development of public broadcasting.

Mr. Cauthen, a resident of Columbia, South Carolina, has been the president of the South Carolina ETV Commission for 25 years. He spent five years with the Commission as the director of production and engineering. He was a technical director of the Dreher Experiment in the Columbia, South Carolina, schools from 1958 to

1960, and a producer/director of WIS-TV in Columbia from 1954 to 1958.

Mr. Kaiser, a resident of Pittsburgh, Pennsylvania, has served as president of QED Communications, which operates three public broadcasting stations, Pittsburgh magazine, and QED Enterprises for the last 20 years. Mr. Kaiser's experience in broadcasting also includes founding and serving as the general manager of public television station WITF-TV, Hershey, Pennsylvania, from 1963 to 1970, and serving as a television executive with the Rochester Educational TV Association, Rochester, New York, from 1958 to 1963. In addition to his broadcasting experience, Mr. Kaiser has taught at the Riverside Military Academy in Hollywood, Florida, Lehigh University, Bethlehem, Pennsylvania, and SUNY-Fredonia, Fredonia, New York.

Mr. Kaiser has served as a member of the CPB Board since 1984.

May the record show that all the necessary papers and questionnaires and documents have been filed and received and found to be in order.

May I recognize the Chairman of the Committee.

OPENING STATEMENT BY THE CHAIRMAN

The CHAIRMAN. Thank you, Mr. Chairman.

I wanted to comment on my friend, Mr. Henry Cauthen, one of the nominees. Our little State of South Carolina has a few outstanding and well-recognized accomplishments. One, of course, is our fiscal responsibility. We have maintained that AAA credit rating for over 30 years. Another is our technical and industrial arts and skills program, and, probably most of all, our outstanding, what we have called over the years educational and now you and I term public, television system.

In the very earliest of days, Mr. Henry Cauthen's father became interested in educational TV because he was interested in education. You and I have been having hearings how the child has sort of taken over the parent with cable TV; the idea there was to extend regular broadcast signals with cable and now cable has really taken over from the regular broadcast networks in a way.

In this particular case, on education, we are trying to extend that classroom out and the outstanding teachers into all classrooms throughout the State. Now it is a regular public television service, and Mr. John Cauthen led the way and got us here, by 1958—I cosponsored that bill and then was lieutenant governor at the time it came in, and came in as governor—to make the appointments.

First on board was the Program Director from WIS, Mr. Henry Cauthen. He has been with it now since that time, over 25—almost a 30-year period. He has been in there since we started back in 1959, I guess. So he has been there for 30 years, and I was not a bit surprised just a few years ago when the directors of all the public television stations over America selected him as the outstanding director and general manager of public television in the United States.

He has had every experience, not from just the education standpoint but from the children's television standpoint, from the public responsibility standpoint, and the technical standpoint. It is his

real savvy and leadership that has promoted the facilities that we have, which are deemed to be by all who visit the outstanding sort of State facility that there is in our country.

So it is with tremendous pride that I welcome him to the Committee here for his nomination hearing. There will be no trouble at all in confirming Henry Cauthen, and we would be lucky to have more like him.

Senator INOUYE. Thank you very much.

May I invite Mr. Cauthen and Mr. Kaiser to come up here?

Mr. Chairman, I have just one thing to add. I am constantly amazed and pleased to note the hundreds of citizens who have responded to the call to service and have served us over the years in various capacities. I am especially in awe because I do not think that I would go through the maze of questions that these men have been required to respond to, some I feel rather insulting.

But nonetheless I am most pleased that both of you have decided to serve us, Mr. Kaiser for a second term and Mr. Cauthen for the first time.

I will not insult you with questions. Your background speaks for itself, and we know that we are not taking any gamble with you. We are just pleased that you have offered yourselves in service. As, Mr. Chairman, I stated, we have received all the necessary papers. They are all in order and I am ready for a motion, sir.

The CHAIRMAN. Before making the motion that we report it with approval, let me ask that the record include the personal record here of Henry's education at the University of Houston, University of Georgia, University of South Carolina, and other personal background. I would like to include that to make a more complete record.

Senator INOUYE. Without objection, so ordered.

[The biographical sketch and prehearing questions and answers follow:]

ERNEST F. HOLLINGS, SOUTH CAROLINA, CHAIRMAN
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WALTER B. MCCORMICK, JR., MINORITY CHIEF COUNSEL AND STAFF DIRECTOR

United States Senate

COMMITTEE ON COMMERCE, SCIENCE, AND TRANSPORTATION

WASHINGTON, DC 20510-6125

STATEMENT FOR COMPLETION BY PRESIDENTIAL NOMINEES

(If more space is needed, please use attached REMARKS sheet)

A. BIOGRAPHICAL DATA

1. Name: Cauthen (Last) Henry (First) Jennings (Other)

Address: 5818 Indian Mound Road, Columbia, SC 29209 (Current residence)
2712 Millwood Avenue, Columbia, SC 29205 (Business)

2. Position to which nominated: Member, Board of Directors, Corporation for Public Broadcasting
Date of nomination: March 6, 1990

3. Date of birth: 10 (month) 23 (day) 1931 (year)
Place of birth: Charleston, South Carolina

4. Marital status: married
Full name of Spouse: Jeanette Beddingfield Cauthen

5. Names and ages of children:
Laurie Cauthen Woodall — 30
Kelley Edward Cauthen — 27

6. Education:

Institution	Dates attended	Degrees received	Dates of degrees
University of South Carolina	Spring 1959	took courses	
University of South Carolina	Spring & Fall 1956	took courses	
University of South Carolina	Spring 1950	took courses	
University of Houston	Spring 1952	took courses	
University of Georgia	Fall 1950	took courses	
Dreher High School	1946-1949	exempted 12th grade and went directly to college	

7. Employment record: List all positions held since college, including the title or description of job, name of employer, location of work, and dates of inclusive employment.

From	To	Name of employer	Address	Type of work
7/65	- present	South Carolina ETV Commission	2712 Millwood Ave. Columbia, SC 29205	President
7/60	- 6/65	South Carolina ETV Commission	(same)	Director of Production and Engineering
7/58	- 6/60	Columbia City Schools	1311 Marion, SC Columbia, SC 29201	Technical Director/ Dreher Experiment
*/54	- 5/58	WIS-TV	1111 Bull Street Columbia, SC 29205	Producer/ Director
1/51	-9/51	Army Navy Publications	234 Main Street Baton Rouge, La 70801 **	Photographer
*/47	- */49	Firestone Publications	Columbia, SC	Photographer

* unable to confirm exact month
** headquarter's address; Mr. Cauthen worked in Columbia, SC

8. Government experience — List any experience in or direct association with Federal, State or Local governments including any advisory, consultative, honorary or other part-time service or positions.

With thirty-two years of service in State government, twenty-five of those serving as the president of S.C. ETV, a South Carolina state agency, I have served on numerous boards and advisory committees related to State government and have established positive working relationships with the nine Governors, members of the S. C. General Assembly and key legislative staff I have worked with during that time. As a public broadcaster, I have served on numerous boards and committees interacting with members of Congress, federal officials and agencies as well as reacting to legislation that may affect the educational and cultural missions of public television.

S.C. ETV - President

National Council for the Arts, member 1972 - 1978

The Indo U. S. Subcommission on Education and Culture 1977 to present

National Assoc. of Public Television Stations, member 1986 to present

Advisory Comm. of the SC Committee for the Humanities, member*

Board of Visitors, N.C. School of the Arts, member, 1984 to present

President's Advisory Council, Winthrop College, member, 1984- 85

Board of Visitors, S.C. Governor's School for the Arts, founding chairman and member 1986 to present

S.C. Child Care Council, member, 1989 to present

Served in United States Air Force, 10/51 - 7/53

* unable to confirm date

9. Political affiliations activities: List all memberships and offices held in or contributions and services rendered to all political parties or election committees during the last 10 years.

I do not have any memberships nor have I held any office in any political parties or election committees. During the last ten years, I have made minor contributions by attending appreciation functions and dinners in honor of South Carolina elected officials of both parties.

10. Memberships: List all memberships and offices held in professional, fraternal, scholarly, civic, charitable and other organizations.

MEMBERSHIP FROM MON/YR TO MON/YR	NAME	OFFICE	LOCATION
*	Board of Educational Television Stations	Member	Washington, DC

*	Board of National Association of Educational Broadcasters	Member	Washington, DC
*	Advisory Committee of the SC Committee for the Humanities	Member	Columbia, SC
*	Board of Directors of the Stage South Supporting Players	Member	Columbia, SC
*	Board of Directors of the National Council for Children and Television	Member	New Jersey
11/1967-present	Southern Educational Communications Assoc.	Chairman and Vice Chairman	Columbia, SC
/1972-/1978	National Council on the Arts	Member	Washington, DC
3/1973-6/1978	Public Broadcasting Service Board	Chairman Pro Tem	Washington, DC
6/1979-5/1985	" "	Vice Chairman	" "
6/1977-*/1978	Carnegie Commission on the Future of Public Broadcasting	Member	New York, NY
7/1977-7/1980	National Council of Advisors of the University Mid-America	Member	Lincoln, Nebraska
/1978-/1986	International Board of the Spoleto Foundation	Member	New York, NY and Charleston, SC
9/1983-present	International Public Television Screening Conference	Treasurer	Meetings held in North America and Europe
2/13/1990-present	" " "	Vice President	" "
3/1984-present	Board of Visitors of the North Carolina School of the Arts	Member	Winston-Salem, NC

/1984-/1985	President's Advisory Council, Winthrop College	Member	Rock Hill, SC
4/1986-present	Board of Directors, National Association of Public Television Stations	Member	Washington, DC
12/1986-present	Board of Visitors, SC Governor's School for the Arts	Chairman	Greenville, SC
7/1988-present	Satellite Educational Resource Consorcium	Co-chairman	Columbia, SC
12/1989-present	SC Child Care Council	Member	Columbia, SC
*/1977-present	Indo-US Subcommission on Education and Culture	Member	New York and various cities in India
	* Film and Broadcasting Committee	U.S. Co-Chairman	

* unable to confirm dates because the organization has been restructured or no longer exists.

11. Honors and awards: List all scholarships, fellowships, honorary society memberships, and any other special recognitions for outstanding service or achievement.

1989-90 Elizabeth O'Neill Verner Award - noteworthy contributions to art.

1989 Jefferson Award - outstanding service to the state of S. C.

1988 Order of the Palmetto - State of S. C. highest honor

1988 Not-For-Profit Communicator of the Year - awarded by International Communications Industry.

1988 First-ever Outstanding Public Television Manager of the Year - selected by peers for having shaped SC ETV into a leading national and international telecommunications center.

1979 Inducted into S. C. Broadcasters Hall of Fame - the only educational broadcaster to receive this honor.

1979 Doctor of Humane Letters Degree - University of South Carolina, outstanding achievements in public education and for enhancing the image of South Carolina.

PREHEARING QUESTIONS FOR HENRY CAUTHEN
NOMINEE TO THE CORPORATION FOR PUBLIC BROADCASTING

1. Should the Board of Directors of the Corporation for Public Broadcasting have any input in determining appropriate program content?

   It is my understanding that the CPB Board adopted "Principals of Editorial Integrity" for public broadcasting. These principals set out a role for the board that allows it to review programming funding from a policy basis to assure compliance with federal statute. It gives the Board an oversight function without intruding into the actual production process which I feel is best left to the stations and the creative community that surround them. I am comfortable with this position.

2. What areas of public broadcasting deserve top priority?

   Finding the means to produce and deliver programs that enlighten and inform and can be used both to serve the general public and formal education should receive top priority.

3. In what areas of public broadcasting do you take special interest?

   My special area of interest is in finding ways to increase quality and quantity of programming made available to all sectors of our society. This would include increasing the delivery capability of public broadcasting to include developing nonbroadcast distribution systems such as ITFS, cable, fiber optics, and other such technologies.

4. One of the issues that has arisen repeatedly in connection with the Corporation for Public Broadcasting is the propriety of federal funding for public broadcasting. Do you support federal funding as a method of financing public radio and television?

   Yes, I most definitely support federal funding for public broadcasting. Many of the opportunities available to provide services simply cannot be responded to if significant federal funding is not made available. This is particularly true in the area of service to education. In return for dollars invested, I think Public Broadcasting is one of the best investments Congress can make.

5. What are your views on alternative financing, such as enhanced underwriting for public broadcasting?

   I believe public broadcasting should carefully explore all alternative funding sources but must be selective to insure that the mission of public broadcasting is not compromised by the funding sources. As to enhanced underwriting, I am opposed to anything that would blur the distinction between public and commercial broadcasting. I believe some of the enhanced underwriting that has been resorted to by some stations within the system has gone too far in that direction.

The CHAIRMAN. I would ask one question first, and that is all I need to ask.

Other than money, now that you are coming on board, what is the greatest need as you see it for public television in America?

STATEMENT OF HENRY J. CAUTHEN

Mr. CAUTHEN. Well, Senator, it certainly is providing the funds to extend what we are doing in the public broadcasting sector. But beyond that we have an enormous opportunity to do some meaningful things in education.

That is where I would like to see us concentrate a lot of our efforts, and I think much of what we do in public broadcasting can be transferred and used simultaneously in education, if we have the resources to purchase the rights for educational uses. Frequently, all we can do is get the rights to use them just for broadcast purposes. I think that is a tragedy and a sin that we do not have the resources to be able to use those in the schools as well.

It should not come as any surprise to you, Senator Hollings, knowing where I come from in terms of my interest in education, that I would have a special interest in seeing that public broadcasting should extend itself into the education arena far more than it has in the past.

The CHAIRMAN. Could it supplant that move that is on foot now whereby there is one channel coming in on network to sell advertisements? Of course that has thrown the educational community into a tizzy. I rather agree with them; we do not want to start putting paid ads in the classroom, and we do not want to keep our educational TV out of the classroom.

Could we do something now to supplant that need that is obviously there?

Mr. CAUTHEN. Well, Senator, for one percent of what we are now spending on education, we could put a system into every school in this country over a five-year period of time, for one percent. And then we could program it with the finest teachers that you could find anywhere. We could develop the finest programming segments to explain scientific experiments and very-difficult-to-understand concepts.

And then we could do what we are doing in our SERC project, and that is provide live and interactive instruction in math, science and foreign languages. We are teaching, from South Carolina, Russian 1 and 2 and physics. Nebraska is teaching Japanese. We are putting this into 3,000 high school students in 22 States right now. Next year that number will double, and we will go to more than half the States in the Union.

That is live. It is interactive. It is instruction that those students would not have if it were not for television.

The CHAIRMAN. It works. You say it is interactive. You mean the student can talk back to the teacher?

Mr. CAUTHEN. Can not only talk back to the teacher but we also have keypads where in the math courses they can do mathematical equations and some multiple choice, true/false questions and instantaneous reaction. The classroom teacher knows exactly how every student is responding.

We did this with really a pittance compared to what is being spent on education. That came out of the Star schools legislation, $9 million to serve 22 States. I think that gives you some idea of the magnitude of the opportunity that is available to us to use technology to extend education to the classroom.

If anybody can question the need for that, I cannot imagine who it would be. When we look at where our country stands in relation to the rest of the industrialized world, those figures have been readily available and talked about a lot. I think we are 44th in literacy in all of the nations in the United Nations. The United States is 44th in all of the nations of the United Nations in literacy.

The status quo simply will not do any longer, and we developed the technology that makes it possible to extend for the first time an equal educational opportunity to every child in this country, and it is within our financial means, easily within our financial means, to do it, and I think it would be a terrible tragedy if we did not.

This is where I will be coming from if you should approve me. You will know the sorts of things I will be pushing.

The CHAIRMAN. Very good. Mr. Kaiser, we appreciate your willingness, too, to continue to serve.

Mr. Chairman, I would move that the nominees be reported to the full Committee for approval.

Senator INOUYE. Before I call the question, I just realized I did not invite the two nominees to make their statements. I know that you have spent many hours and many days preparing your statements, so now is your moment, sir.

Mr. Cauthen.

Mr. CAUTHEN. Well, Senator, in a way I have already made most of my statement, but I would add that if we in South Carolina, with the small economic base that we have, can build a 12-channel television system that goes into all of our schools with more than 100 hours of instruction each day, I think this country can afford to do it nationwide.

[The statement follows:]

Statement By: Henry J. Cauthen
President
The South Carolina ETV Network
April 2, 1990

Newton Minnow's "vast wasteland" of a few years ago has today become a wild overgrown jungle with all kinds of strange creatures roaming through it. I want us to reclaim a little of this jungle, clear it out so that a bright, clean sun can shine through and then cultivate it until it becomes a source of nourishment for the mind and spirit.

Public broadcasting can play an important role in helping our country in its struggle to gain and maintain a literate society. Public broadcasting has proven to be one of the few bright spots in this technological jungle that is overgrowing our society. It continues to provide programming that features the best in literature, the performing arts, science, nature, and public affairs, reflecting the richness and diversity of our society.

I think, however, public broadcasting can do much, much more to serve our society. Our education system at best is struggling, and, if you accept the assessment of many knowledgeable observers, it is in crisis. If these assessments are true, what this really means is that it is our children that are in trouble. When we talk in such sterile terms as systems, buildings, teacher/student ratios, ADA's, SAT's, what we are really talking about are our children and what we are doing to or for them. This is where my real interest lies and this is where public broadcasting can do the most to serve our society. It can be a strong weapon in our efforts to meet the needs of our children as they struggle to find a future for themselves in an increasingly complex world.

You can lead a child to education, but you can't make him learn, especially if the education wells are dry. In too many cases those wells are dry,-and it is not the fault of the educators. Certainly we have not given them adequate resources in most cases, but that is not the real problem. The real problem is that we as a nation have not given the education of our youth a nearly high enough priority.

Oh we have given education lip service, but we have not really concentrated our energies on it. Our best thinkers are thinking about other subjects, dreaming other dreams.

In the commercially driven area of our field, our most creative talents are writing, producing, and directing programs about subjects that are most often unimportant to the cultural and societal needs of our country, and frequently they are even destructive. And, of course, our very most talented are producing commercials where we see some of the most creative use of communication artistry and technology.

We should not blame them, however, because this is what they get recognized and rewarded for. No, we have not called upon our most creative minds to challenge them to attack our nation's most pressing problem--how to get our youth interested in education--and beyond that, how to make education sufficiently interesting when we do get their attention. We have no Pulitzer or Nobel Prize or Presidential Medal for achievement in the education of our youth.

Tragically, we have almost totally neglected to use in education one of the most powerful forces we, with our genius for innovation, have developed and spread throughout the rest of our society. Of course, I am talking about television. Some may say, well, we have tried it but it hasn't really been that successful. I would challenge that statement on both counts. First, we haven't really seriously tried it in most cases, and in the few cases where we have put serious effort and resources into it, it has been effective. The best example, of course, has been SESAME STREET.

Do you think for a moment that major corporations would spend the enormous amounts of money they spend on a single commercial if television wasn't a powerful and persuasive means of communicating with people and changing views, habits, and actions? What a powerful force this could be in education if we used the same resources, creativity, and talent advertisers use in creating these commercials. Even with a full hour of SESAME STREET, we have not committed anything like the major resources they spend on a single commercial for the Super Bowl.

Programs such as SESAME STREET still come from a small band of committed people with most of the major talent becoming famous because of being on the program rather than the other way around. And, of course, we have not even begun to spread this kind of modest effort, by commercial television standards, through our formal education system. If we could spend even a small percent of our nation's education budget on television, we could attract our best thinkers in education, the arts, sciences, and electronic communication into an all out effort to recapture the hearts and minds of our children and redirect their enormous energies into constructive channels.

We say we want to overhaul or rebuild our education system, and then we realize we can't afford it. What I suggest to you today is what we need to do is rethink it, not rebuild it. When you look at the stark reality of where our country stands in relation to most other industrialized nations, you must know that we need to do some things differently. When only a small percentage of our schools can offer physics, calculus, and necessary foreign languages, the status quo simply will not do.

If only we could wave a magic wand and make the best teachers in all of the subjects available to all of our children, wouldn't that be wonderful and wouldn't you jump at the chance. Well, the truth is we can. And in fact in a very limited way we have already begun. In SERC, a project I am personally involved in, we are delivering instruction in Russian, Japanese, higher math, economics, geography, and other critically needed courses to some of our most rural and isolated schools, as well as some of our most needy inner-city schools in 22 states.

And we are doing this without spending great sums of money. In fact, the instruction costs hardly more than conventional instruction would cost if the teachers were available to provide it. It's live, it's interactive, and it's highly effective. Again, we are doing this with virtually no money and without the benefit of the awesome potential resources that could be made available if only we would commit a small percentage of existing resources now being invested in education.

We say we want to revitalize education. If we really mean it, we can do it and do it very easily and inexpensively. We simply need to make it truly our first national priority and utilize wisely the many talents and other resources such an action would attract.

If the great scientists, mathematicians, and scholars in other fields were working with the writers, producers, and directors who are so skilled in attracting the attention of our youth to the virtues of expensive shoes, jackets, and other such items, perhaps they could engage the same youth and bring about an understanding of the importance of education and create formats that would hold their interest and at the same time, with innovative techniques, explain the many difficult to comprehend educational concepts.

They do this very same job when they design and market video games, prestige clothes, and jewelry they just "can't do without." What we need to do is make them feel the same way about education, because they truly can't do without that, and neither can our country.

If we want to find the resolution to the drug and crime problems and many others that plague our society, then we must look to education. And if we want to find the solution to the problem of providing effective quality educational opportunities to all our children no matter where they live or what their economic status, then we must look to new methods of developing and delivering educational services. Prime among these is the rapidly advancing technologies that surround television and related technologies. We must further develop and fully utilize the extraordinary resource public and educational broadcasting offers us.

Quality educational opportunity equally available to all is, for the first time, a tantalizingly accessible goal. We, as a country, must place this as our top priority.

Senator INOUYE. Mr. Kaiser, we will insert your material in the record.

[The biographical sketch and prehearing questions and answers follow:]

ERNEST F. HOLLINGS, SOUTH CAROLINA, CHAIRMAN
DANIEL K. INOUYE, HAWAII
WENDELL H. FORD, KENTUCKY
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United States Senate

COMMITTEE ON COMMERCE, SCIENCE, AND TRANSPORTATION

WASHINGTON, DC 20510-6125

STATEMENT FOR COMPLETION BY PRESIDENTIAL NOMINEES

(If more space is needed, please use attached REMARKS sheet)

A. BIOGRAPHICAL DATA

1. Name: Kaiser (Last) Lloyd (First) Eugene (Other)

   Address: 1204 Hulton Road (Current residence) 4802 Fifth Avenue (Business)

   Oakmont, PA 15139 Pittsburgh, PA 15213

2. Position to which nominated: Board, Corporation for Public Broadcasting

   Date of nomination: Announced: March, 1990 Ends: March, 1994

3. Date of birth: August (month) 1 (day) 1927 (year)

   Place of birth: Alpena, Michigan

4. Marital status: Married

   Full name of Spouse: Barbara Wieand Kaiser

5. Names and ages of children: Timothy 26

   Kristina 29

6. Education:

Institution	Dates attended	Degrees received	Dates of degrees
University of Michigan	1946-50	BA	1950
University of Michigan	1951	MA	1951

7. Employment record: List all positions held since college, including the title or description of job, name of employer, location of work, and dates of inclusive employment.

From	To	Name of employer	Address	Type of work
1951	1952	Riverside Military Acad.	Hollywood, FL	Teacher
1952	1954	Lehigh University	Bethlehem, PA	Instructor
1954	1958	SUNY, Fredonia	Fredonia, NY	Asst. Professor
1958	1963	Rochester Ed. TV Assoc.	Rochester, NY	Television Exec.
1963	1970	WITF-TV	Hershey, PA	Founder & Gen. Mgr
1970	Pres.	QED Communications	Pittsburgh, PA	President

8. Government experience: List any experience in or direct association with Federal, State, or local governments including any advisory, consultative, honorary or other part-time service or positions.

Corporation for Public Broadcasting Board 1984 - 1989

9. Political affiliations activities: List all memberships and offices held in or financial contributions and services rendered to all political parties or election committees during the last 10 years.

Political Independent - no memberships or offices

No personal contributions

10. Memberships: List all memberships and offices held in professional, fraternal, scholarly, civic, charitable, and other organizations.

QED Communications

Eastern Educational Network

Pennsylvania Public Television Network Commission

Harmarville Rehabilitation and Affiliates

Henry C. Frick Educational Commission

The American Institute of Architects, Honorary Member

11. Honors and awards: List all scholarships, fellowships, honorary degrees, honorary society memberships, and any other special recognitions for outstanding service or achievement.

Delta Sigma Rho - College Forensic

David L. Lawrence Award - Vectors Pittsburgh

American Institute of Architects - Honorary Member

Gabriel Award - UNDA/USA (National Catholic Assoc. of Broadcasters)

President's Volunteer Award for Project Literacy U.S.

12. Published writings: List the titles, publishers, and dates of books, articles, reports, or other published materials you have written.

Book: The Chemical People - 1983

Monthly column in Pittsburgh Magazine

We Bake Our Own Apple Pies - American Film Magazine

PREHEARING QUESTIONS FOR LLOYD E. KAISER, NOMINEE TO THE CORPORATION FOR PUBLIC BROADCASTING

1. Should the Board of Directors of the Corporation for Public Broadcasting have any input in determining appropriate program content?

   Response: No. As a former member of the CPB Board, I was very careful not to be involved in program content. I believe the proper role of a CPB board member involving programming is in the area of need assessment and evaluation.

2. What areas of public broadcasting deserve top priority?

   Response: Programs that deal with the nation's major problems: drugs, literacy, the environment, unemployment, the homeless.

   I also believe public broadcasting should lead the way in providing that which is not currently available.

3. In what areas of public broadcasting do you take special interest?

   Response: At WQED in Pittsburgh, we have established the National Media Outreach Center. My interest has been in what should happen before and after the programs so that they have real impact. Public Television is well positioned to do that.

4. One of the issues that has arisen repeatedly in connection with the Corporation for Public Broadcasting is the propriety of federal funding for public broadcasting. Do you support federal funding as a method of financing public radio and television?

   Response: Yes, unconditionally. It reflects the national responsibility in the quality of life in providing cultural programs to those who can't afford theater tickets. It shows this nation is interested in the quality of what our children view. I'm against total funding by the government, ala the BBC. But, federal and state governments need to show leadership in providing base grants or challenge grants. To me, that is a most appropriate American approach.

5. What are your views on alternative financing, such as enhanced underwriting for public broadcasting?

   Response: I believe the Congress should encourage the system to develop new sources of outside income. The freedom to engage in "enhanced underwriting" is essential. It, too, is an appropriate part of our American approach. However, I'm four-square against Public Television utilizing commercials.

STATEMENT OF LLOYD E. KAISER

Mr. KAISER. I would just make a few comments. First, I would echo what Henry said about education. We hear that shortly 50 percent of our people, if they want jobs, need college educations. And when we look that in some schools there is a 50 percent dropout in elementary and secondary schools, we begin to see the problem.

I think that public television, educational television, in motivation and in retention and some of the areas that we are working in can play a very major role.

I also think that in public broadcasting we realize that it is not just the program. We prepare before and work with other organizations and follow up with what we call outreach. So in the area of literacy over several years now public broadcasting has really been leading and working with those organizations.

And immediately, about four times the number who came forward before to say they needed help came forward, and about three times the number that came forward to help them as tutors have come forward to volunteer.

In the area of drugs this has been true, from chemical people on, and we have organized task forces in every State in the Union. In the seven years since we first started, there are thousands of task forces in all 50 States working to try to do something. A lot of concerned parents are in those groups.

So television can motivate. Television can focus attention. I think that the power of television should not just be used to sell a bar of soap. The power of television should be used to inform, to change minds, to empower people and let them know that they can do something to solve some of the major problems that we have in this country. And television somehow gets people together to plan and to work and to follow through.

I would also say that we are in a very unique situation in that we have no box office. People can listen to us on public radio, watch us on televison, do not have to buy tickets. So it is unusual as we begin the 1990s that public television should be there at all, and that people do not have to actually contribute.

In Pittsburgh, they were asked, if you could support one thing, what would it be. Number one was the church, and number two was WQED. So they do contribute. We have the largest membership organization of its kind in the city, even though they do not have to pay.

So I think the American people really believe in public broadcasting and are supporting it and finding that needs can be met. When you do a program on child abuse a wife goes into the bedroom to use the phone and whispers about where she can get help to work with her husband. There are people manning the phones who are professionals who help.

So outreach is there when we have problems in an area. When the steel mills closed in Pittsburgh, we immediately had a program on job help. There were all these agencies to help, all these people who needed help, and they could not get together. But public broadcasting could bring them together.

There are so many ways that the power of television can help. So we get Federal dollars and State dollars and individual dollars, and we are owned by the American people. They are our stockholders, and to me that is one of the few truly idealistic causes that you can devote your life to today.

So you have supported public broadcasting on this Committee very solidly. I think the results are glowing results. I hope that in CPB we will show leadership, show leadership to bring unity within the system, that we will let the American people know what public broadcasting is all about, and urge them to support it. We will get others to support it. We desperately need funds from new sources as well.

I hope that we will be a heat shield to protect public broadcasting in terms of what it has to do. To me, public broadcasting is a marvelous dream. As Bloody Mary said in South Pacific: "You gotta have a dream, because if you don't how are you going to have a dream come true? I think this is a dream worth preserving.

Senator INOUYE. Gentlemen, I thank both of you for your inspiring statements.

Without objection, the nominations of Mr. Henry Cauthen and Mr. Lloyd Kaiser will be reported favorably to the full Committee for its consideration, with the recommendation that they be approved.

Thank you very much.

[Whereupon, at 4:21 p.m., the Committee adjourned.]

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